

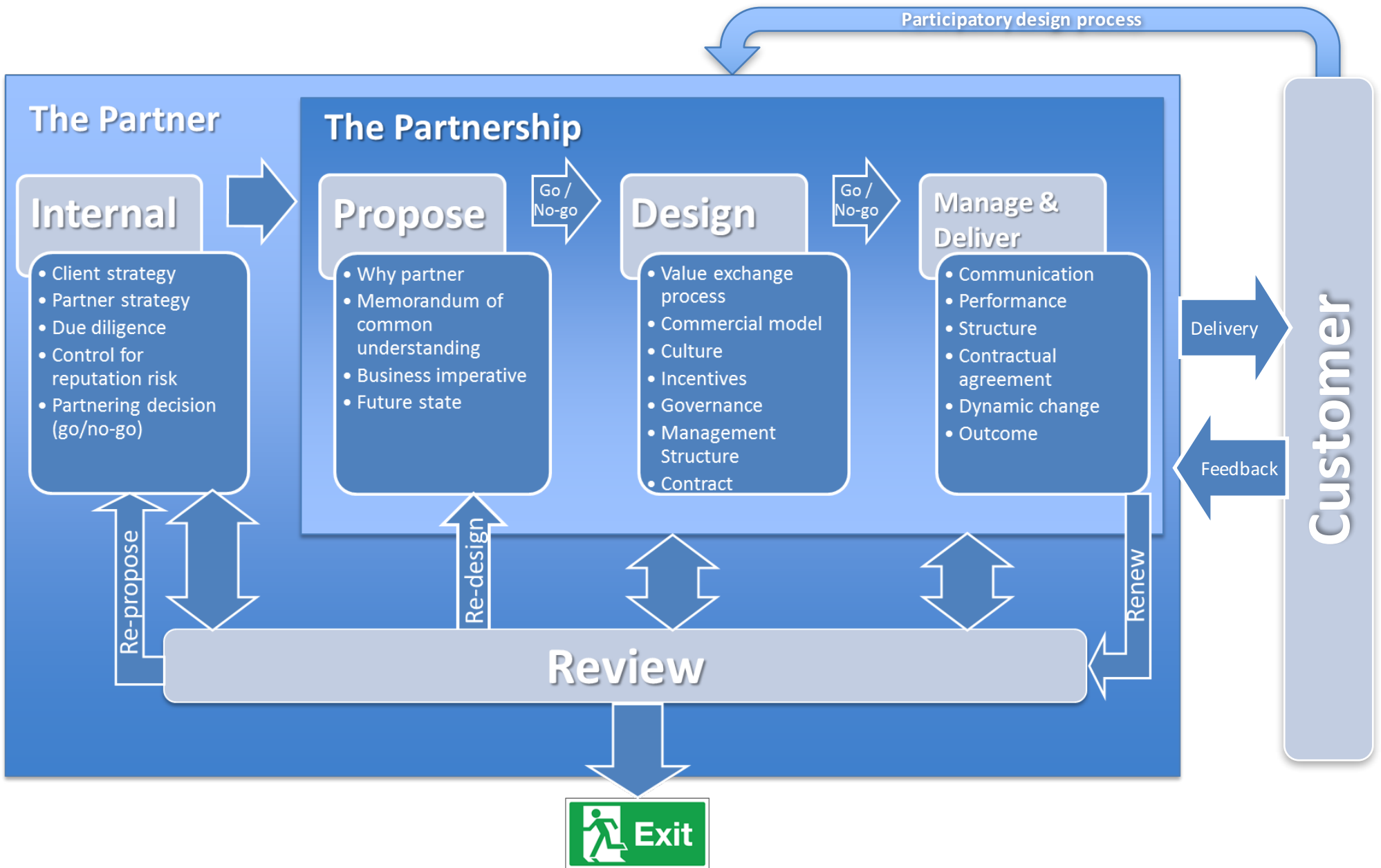
B2B Partnership - designing to deliver capability across companies

<http://cambridgeservicealliance.eng.cam.ac.uk/news/2017JanB2BBriefing>

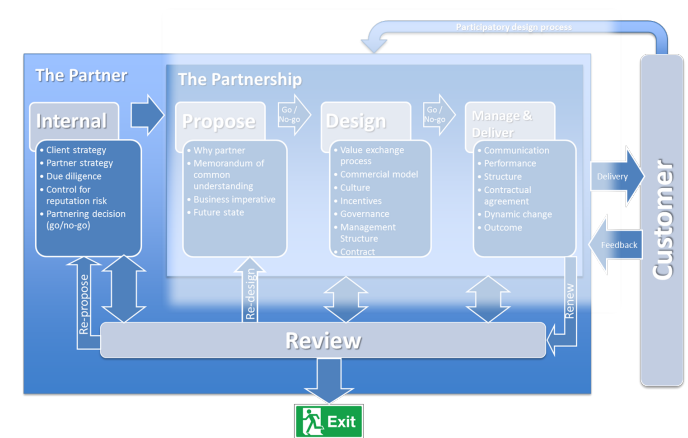
The publication:



<http://cambridgeservicealliance.eng.cam.ac.uk/news/2017JanB2BBriefing>



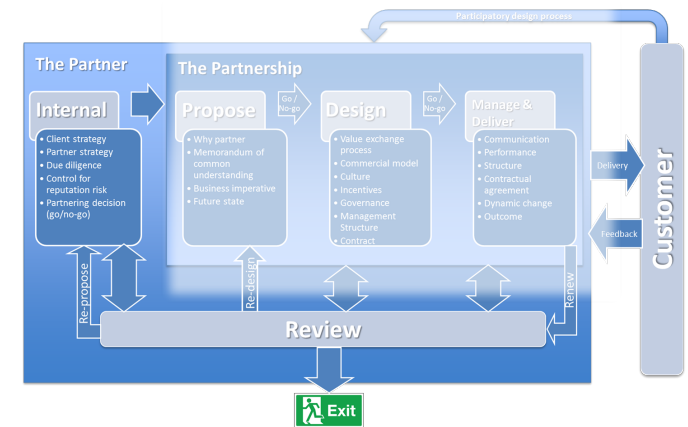
Customer who is value consumer?



- Define what value the customer will receive
- What value does he create
- What is important for him?
- What are the touchpoints (in case of a B2B customer)?
- What does his customer want?

Review

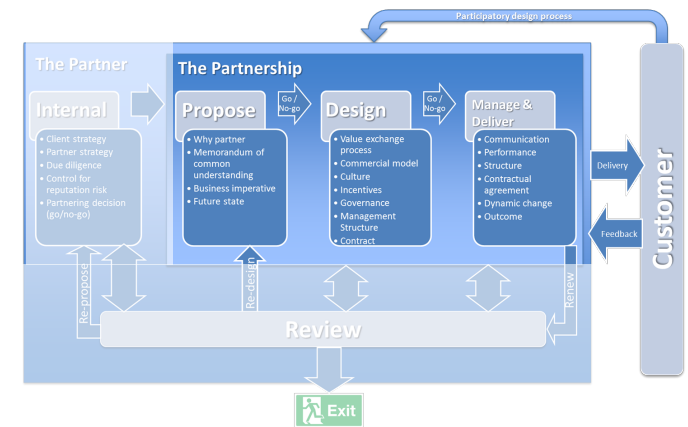
who decides to review or exit?



- Define strict go/no go decision points
- Allow review of participation
- Design the partnership for exit and review
 - Exit questions include through life impact
- Design for dynamics in relationships, customer needs, capability & economy
 - What happens when new technology enters market, economic downturn etc.

The Partner Internal Process

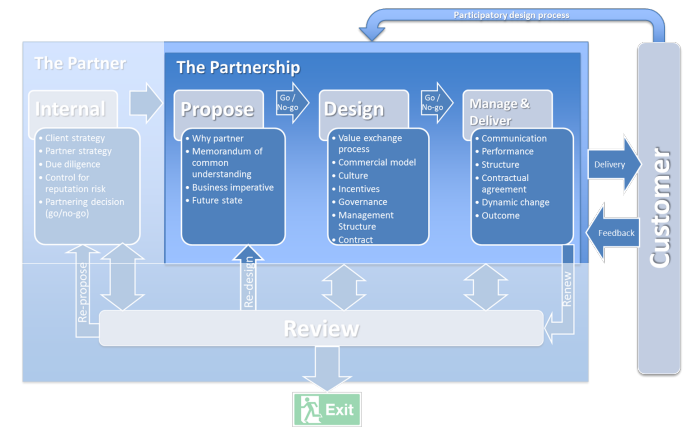
- Customer strategy
- Partner strategy
- Due diligence
- Control for reputation risk
- Partnering decision (go/no-go)



The Partnership

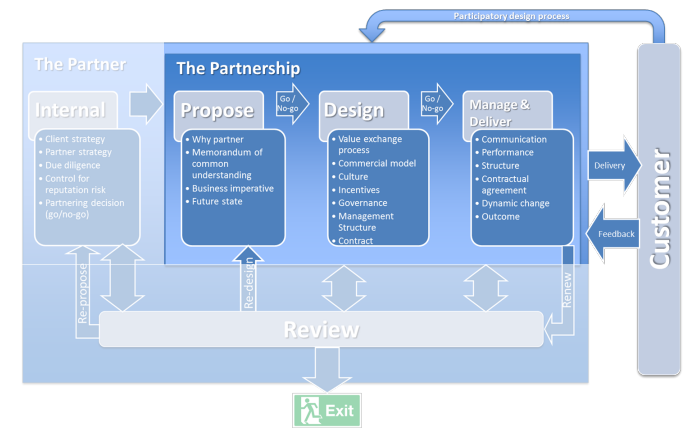
Propose

- Why partner
- Memorandum of common understanding
- Business imperative
- Future state



The Partnership Design

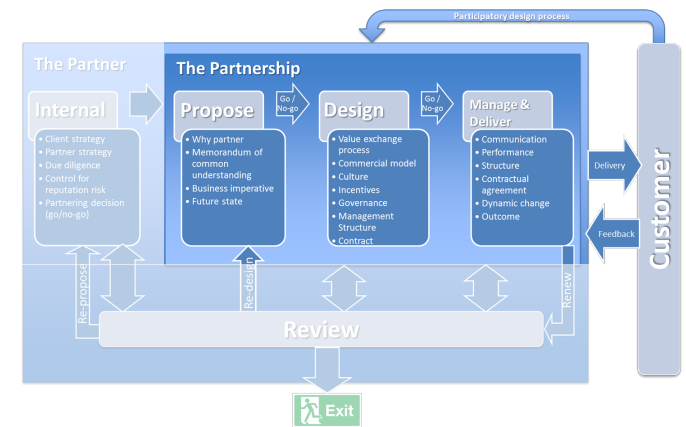
- Value exchange process
- Commercial model
- Culture
- Incentives
- Governance
- Management Structure
- Contract

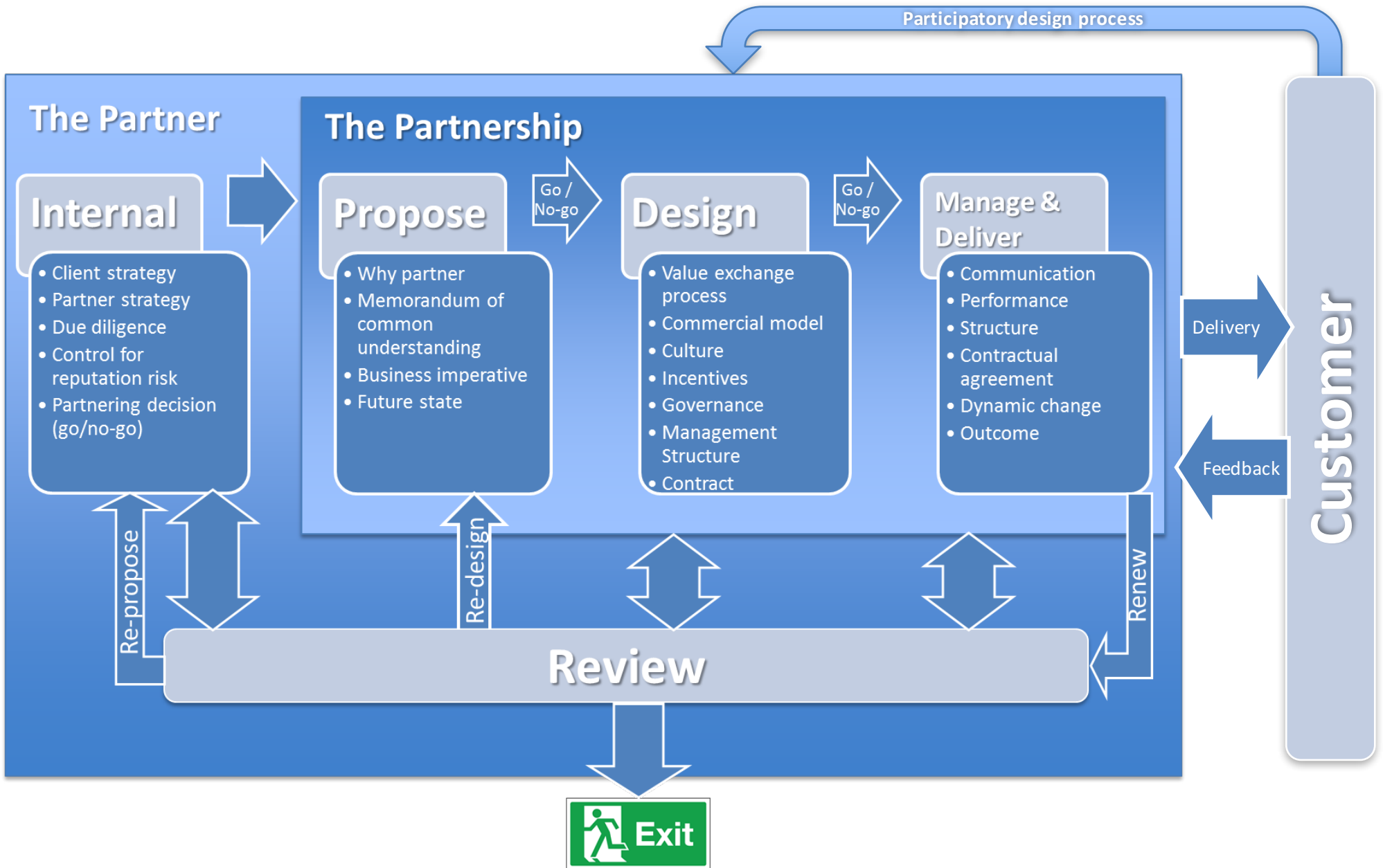


The Partnership

Manage & Deliver

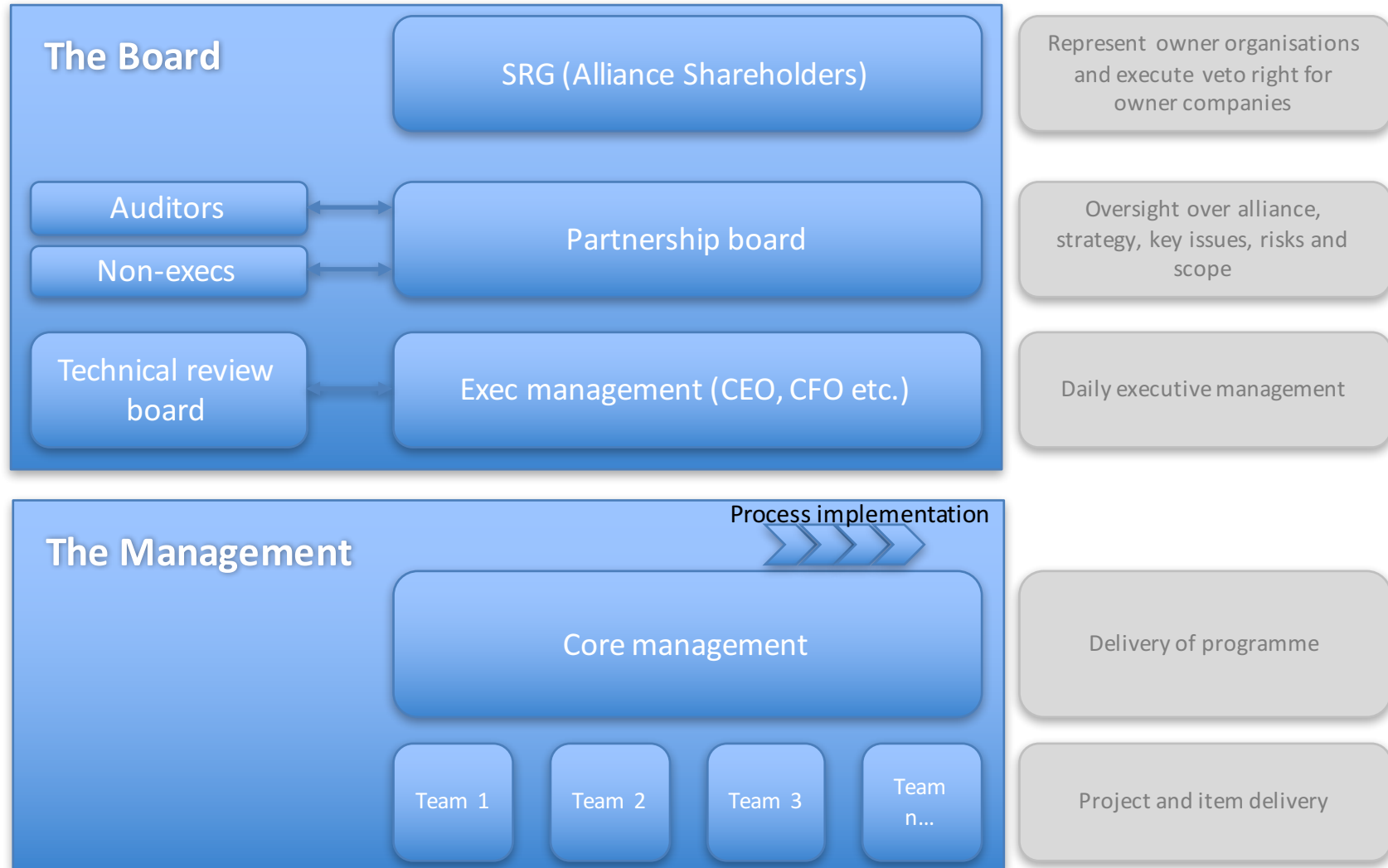
- Communication
- Performance
- Structure
- Contractual agreement
- Dynamic change
- Outcome





The Partnership

Management suggestion



Conclusion

- A handrail process that can help managers to guide them to build a stronger relationship with collaborators, who they may also compete with
- Practical step by step approach
- Suggestion for managerial setup